

Project: Utah Transit Authority -- Intelligent Transportation Systems

Recipient: Utah Transit Authority

Location: Salt Lake City, Utah

Purpose: TA's Intelligent Transportation System (ITS) program focuses on the reduction of pollution and congestion through encouraging the use of public transportation. To do this, the program consists of six interrelated project categories: infrastructure, customer information, performance measurement & management information, electronic fare collection, safety and security, and inter-agency cooperative projects. Message signs on UTA's train stations will inform our riders of train arrival times. The feedback we have received from our patrons for these projects indicates further support for technologies which provide "experience enhancement". UTA's ITS program includes surveillance equipment and infrastructure to support a more secure environment, access to real-time system operational information through a multitude of readily available and convenient methods, monitoring and measuring operational performance to continually improve our transportation system of services. Also included in our ITS program is an innovative fare collection system to make fare payment convenient and worry free for patrons, and also provide a mechanism to reduce congestion and pollution through transportation mode shifting with congestion-based-variable pricing of travel options.

Amount: \$11,200,000

